

A large steel arch bridge spans a wide river at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The bridge's intricate steel structure is silhouetted against the bright sky. In the background, a city skyline with several tall buildings is visible, their lights beginning to glow. The water of the river reflects the colors of the sunset.

Building New Pathways on an Old Bridge

The RISE Leadership Framework for Leading Through
Uncertain Times in Public Health



Resilience



Integration



Strategy



Sustainability

Every
Generation
Builds on
the Bridge
It Inherits



PUBLIC HEALTH IS INFRASTRUCTURE


The Public Health Bridge

The Bridge Is Carrying More Weight Than Ever



What do
leaders
do?

Pandemics · Behavioral Health · Workforce Shortages · Climate Impacts · Health Inequities



When the
Bridge Is
Under
Pressure,
Leaders Help
Systems


RISE

RESILIENCE • INTEGRATION • STRATEGY • SUSTAINABILITY

A LEADERSHIP FRAMEWORK

Resilience

SYSTEMS THAT WITHSTAND CRISIS



Resilience
helps us
weather the
storm.
Connection is
what keeps
the
community
safe.

— THE FIRST PILLAR OF RISE —

Preparedness • Adaptation • Endurance

Integration

Connected Systems Protect Communities

When systems begin moving as one, the question becomes the path forward.

Partnerships • Coordination • Shared Mission

PUBLIC
HEALTH

Strategy

Designing the Path Forward

Direction gives a
system
movement.
Endurance gives
it a future.

Vision • Prioritization • Direction

Sustainability

Building Systems That Last

What we build today must still stand tomorrow



SODH



Behavioral Health



Housing



Transportation



Public Health Service Hubs
Multi-State Responses



Public Health Foundations

Resilience



Resilience

Integration



Integration

Strategy



Strategy

Sustainability



Sustainability

PREPAREDNESS • EQUITY • WELL-BEING

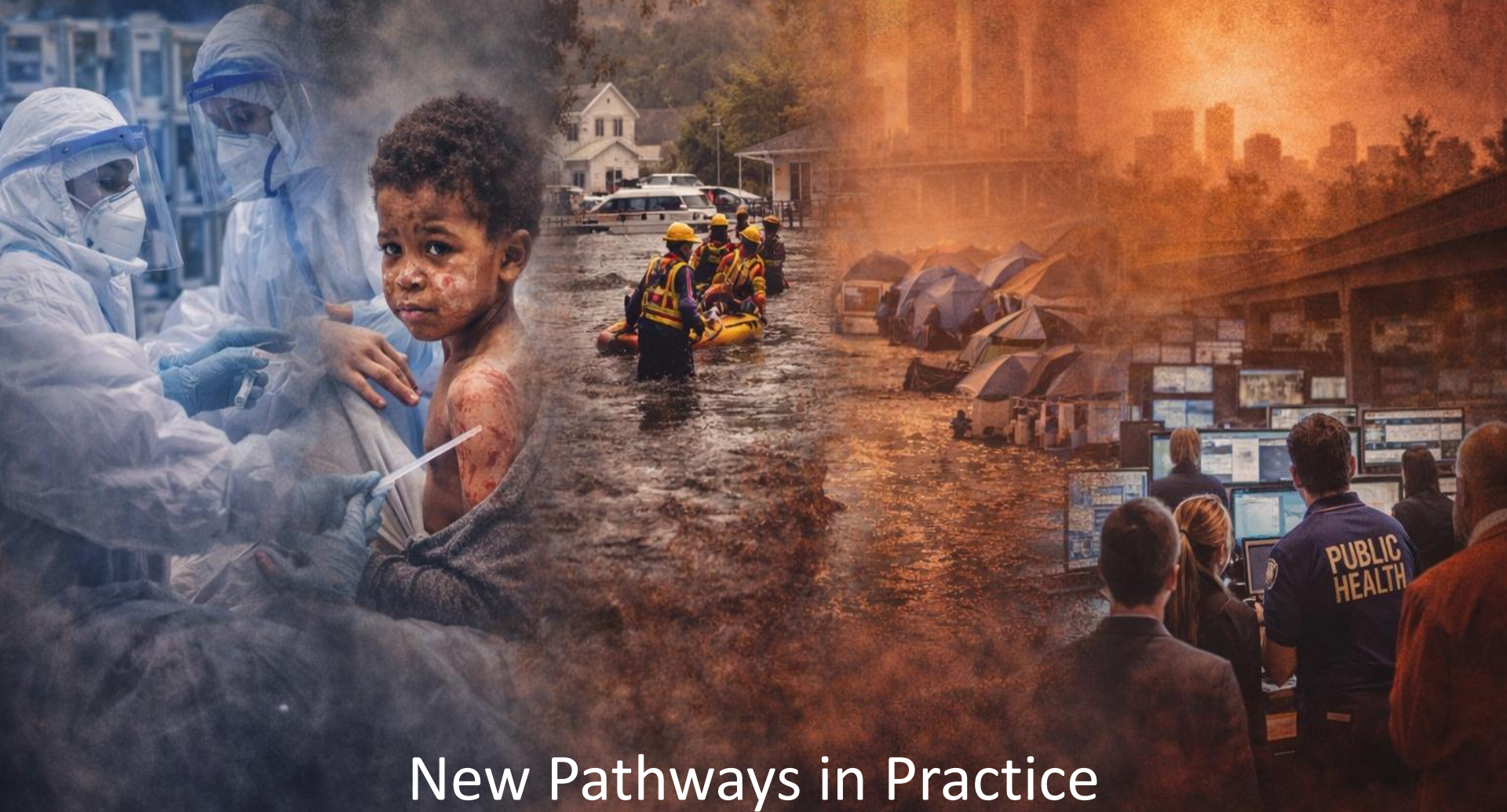
Pandemic
Response

Infectious
Disease

Disaster
Response

Housing
& SDOH

Public Health
Command



New Pathways in Practice

Leadership Lessons from Bridges

Infrastructure Principles for Public Health Leaders



Honor the Foundation



Expand Capacity



Anticipate Demand



Build to Last

VIRGINIA OPPORTUNITY

LEADING NATIONAL **INNOVATION** IN PUBLIC HEALTH



**STRONG
FOUNDATION**



**DIVERSE
COMMUNITIES**



**ACADEMIC & CLINICAL
PARTNERSHIPS**



**STATEWIDE
INFRASTRUCTURE**



**MOMENT FOR
INNOVATION**



RESILIENCE • INTEGRATION • STRATEGY • SUSTAINABILITY

Action for Leaders

Three Leadership Moves That Expand the Bridge



Challenge What
No Longer Works



Build Beyond
Your Boundaries




Invest Before
the Crisis



The Future of Public Health

Coordinated Wraparound Systems





Building New Pathways on an Old Bridge

We inherited it to strengthen it, expand it...
and make sure it holds for whatever comes next.

Xavier Crockett, DrPH

Health Director

Central Shenandoah Health District

✉ xavier.crockett@vdh.virginia.gov